In-store wayfinding

Help customers quickly and confidently find what they want.

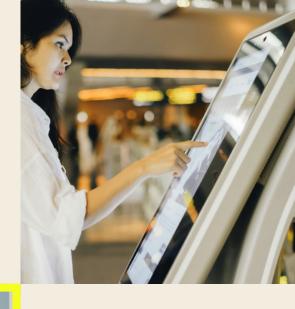## Wayfinding is the practice of designing a system that helps customers to navigate a retail outlet.

If customers can't easily find their way around your store, they're less likely to spend time browsing or making impulse purchases. And if they can't find what they want to buy, you're sure to lose a sale. They're also more likely to view both the store and its merchandise in a more critical frame of mind. Which is why good wayfinding is so important to customer perception of your store—and securing sales.

Wayfinding is also an effective way of helping you cater for customers with disabilities, or those who need extra help with accessibility—enabling them to get around your store quicker and easier.

Traditionally, wayfinding involves the use of hard copy signage, maps, and other visual cues to guide customers to where they want to go and help them find the products they're looking for. But these days, retailers are turning to connected technologies:

- Mobile apps use GPS and indoor mapping to help customers navigate. These apps provide turn-by-turn directions, show the location of products, and offer personalised recommendations based on a customer's shopping history. Having your own app is essential if you want to make the most of the latest wayfinding technologies.

- Augmented Reality (AR) technology allows customers to view a store's layout and product information via the camera on their smartphone or tablet. AR overlays digital information onto the physical environment, making it easier for customers to find what they're looking for.

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- Interactive kiosks can be placed throughout a store to provide customers with maps, product information and other helpful resources. Some kiosks also have touchscreens, so customers can search for products and get directionsto their location.

- Beacons are discreet devices that use Bluetooth to communicate with nearby smartphones. Retailers use beacons to send push notifications to customers as they move through the store, providing them with relevant information about products and promotions. For example, if a customer wants to know exactly where men's swimsuits can be found, they won't have a problem if they've downloaded the store's app.

- Digital signage displays wayfinding information, such as maps and directions, throughout a store. Unlike the old, printed signs, digital signs can be updated in real time to immediately reflect changes to inventory or store layout.

The advantages of showing the way

Clearly a major benefit of wayfinding is improving the customer experience by providing easy-to-follow directions. It helps customers feel more comfortable and confident while shopping. This will help to increase sales because customers are more likely to make a purchase. Put bluntly, if they can't find it, they can't buy it. Good wayfinding makes the journey from E to P to C (entrance to product to checkout) as quick and easy as possible.

Wayfinding can also be used to create bespoke, gamified customer experiences which further enhance customer satisfaction. For example, with membership and loyalty programmes, customers can earn rewards, badges or points based on wayfinding activities and purchases in-store.

Last but not least, it enhances brand image. Awell-designed in-store wayfinding system helps to create a positive perception of your brand. You look up-to-date, organised and professional. You also look like you care about your customers.

How Verizon can help

Advanced in-store connectivity is essential for digital wayfinding. It requires a robust infrastructure that can handle large amounts of data in real time. High-speed internet connections and reliable wireless networks are also needed to support the use of mobile devices and other connected technologies.

By providing such comprehensive connectivity, as well as the digital solutions and expertise to back it, Verizon is helping retail businesses to work—and look—smarter, applying the latest technology to deliver outstanding customer experiences that differentiate their brand.

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